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Yamaha News

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BIMONTHLY

Exploring new ground

Yamaha's new ATV "Grizzly" is taking riders into uncharted ground.



Birth of the next generation ATV



The recent unveiling of the new Yamaha ATV "Grizzly" with its world-class features created a new sensation among the press and quad customers. As its name implies, this model boasts generous dimensions which instill a pride of ownership in the rider and a powerful engine that makes exploring new ground a real experience.

Yamaha's new fully automatic ATV Grizzly, mounting a powerful 595cc engine, offers both comfort and excitement for a wide variety of uses, from towing and hauling loads to trail riding, hunting, and exploring



Many U.S. magazines feature articles on the new Grizzly

The ATV (All Terrain Vehicle) has been widely adopted as a fun and reliable partner for leisure activities like trail riding and hunting, not to mention utility use on farms and ranches. The main markets are in North America, boasting total sales of more than 320,000 units ('97 season), but thanks to its versatility — it's at home off-road, in the deserts, forests, even in the marshes — the ATV market has expanded world-wide.

Recent introduction of automatic trans-

mission models has also spurred market growth. In response to this trend, Yamaha Motor introduced the "YFM600FWA Grizzly," aimed at becoming the top model in the expanding automatic ATV field. The development aim was to build a new generation ATV that attracts all kinds of users, from the beginner to the experienced rider, for both riding fun and utilitarian uses. With this aim in mind, the development team analyzed customer needs to sort out what kind of functions should be offered to create the most satisfying ATV in the industry. The team's efforts paid off when they created the largest-displacement four-wheel drive ATV yet, exhibit-



The Grizzly features a straight-line design based on military vehicles with special high-grooved, 25-inch Dunlop tires

ing several exciting features not seen in any other ATV.

Automatic transmission with engine braking

One factor emerging from the analysis was the need for a bigger and more powerful engine with four-wheel drive to cover a wide variety of uses.

The Grizzly answers with a 595cc engine, the largest displacement of any four-wheel drive ATV. Together with a 95 x 84 mm bore/stroke, four-valve cylinder head and a BST40 carburetor, the new machine delivers powerful torque. The engine also boasts sharp throttle response at all speeds.

Another important factor was the automatic transmission system. Here too, the Grizzly went one step further, fea-

turing not just an ordinary, automatic V-belt transmission but one with the industry's first engine-brake function called Ultramatic.

The combination of a centrifugal clutch, a V-belt automatic transmission and a cam-type one-way bearing transmits braking force to the engine even when going downhill while idling.

User-friendly innovations

Several easy-to-operate functions also make this new model more attractive to any level of user. Yamaha's original "On-command" four-wheel-drive function is operated with the simple push of a handlebar-mounted button.

Riders can select two-wheel or four-wheel drive to suit their individual needs

in a variety of riding conditions.

A quick-adjusting, long-travel rear suspension is another unique feature that provides the answer to all kinds of riding needs while still delivering a comfortable ride. A hand-operated lever mounted to the left of the seat allows for quick and easy adjustment of the rear suspension spring rate.

Riders can use the soft setting for casual riding, while the hard setting is convenient for carrying cargo. The Grizzly adopted the basic rear suspension adjustment system from the one on the TDM850 motorcycle and added a convenient one-touch lever operation.

In the increasingly competitive ATV market, Yamaha is breaking new ground with the

introduction of the next-generation automatic model Grizzly.

In America, a new type of leisure activity called exploring has recently become very popular. Exploring goes places where roads don't go, and as a reliable partner for this kind of adventure, the ATV has proven itself the perfect vehicle.

One such "exploring" event recently took place in Pennsylvania, U.S.A., during the week of June 9th. The group consisted of 13 journalists from major four-wheel drive publications who were invited from all over the United States. Their goal was to search out the secret of the latest Yamaha model, the "Grizzly."

The explorers' destination was the city of St. Mary, Pennsylvania where the Timberline and Marienville All-Terrain Vehicle Trail systems are located in the Allegheny National Forest. Networks of trails traverse scenic forested hills and boast some eighty miles of groomed ATV runs. The trails offered a range of difficulty from beginner on up to topography that took veteran riders to task and showed the best capabilities of the Grizzly.

Led by YMUS testing staff who are long-time ATV riders, the Grizzlys carried the group into terrain filled with elevation changes, large rocks, mud holes and tight twisty back country trails. They covered almost 90 miles a day.

What they found out was resoundingly positive, bringing out comment like this one from Dirt Wheels magazine: "Steering ease is among the best ever for a 4x4 ATV." The overall consensus of the journalists was that "this is a machine that appeals to both sport enthusiast and worker bee."

From Scott Heath, PR Manager of YMUS



YMUS prepares to attack the Allegheny National Forest with the Grizzlys piloted by national magazine editors

Offering state-of-the-art customer satisfaction

■ Yamaha Motor Corporation, U.S.A., Southeastern Headquarters ■ Kennesaw, Georgia, U.S.A.
 ■ Founded: 1997 ■ Employees: 100, including part-time workers

Yamaha Motor Corporation, U.S.A. (YMUS), opened its new parts center and Southeastern office in Kennesaw, a suburb of Atlanta, Georgia in June 1997 to carry all Yamaha parts except those for snowmobiles and to provide after-sale service. Together with the headquarters in Cypress, California, the new facility provides even more thorough follow-up to any part of the U.S.

The Service Center provides training for the full range of Yamaha products. From now on it will be used as a training base not only for the U.S., but also for neighboring countries



Attention to detail in the office design insures a working environment with ample individual space and desks suited to computer operation



The grand opening ceremony for the new Southeastern Headquarters of Yamaha Motor Corporation, U.S.A., was held on June 10. Some 130 people including the mayor of Kennesaw, President Shibuya and Vice-president Tanaka from the California office, and other employees attended the congenial ceremony to celebrate the opening of this new facility.

The new parts center and office were established to provide an even higher level of service to eastern and southern U.S. customers, who account for more than 40 percent of domestic business in



A tape-cutting ceremony takes place under fair skies on June 10, 1997 during the opening ceremony

the United States. An 18,000 square meter (194,000 sq. ft.) parts center and a 5,500 square meter (60,000 sq. ft.) office and service training center occupy the expansive 37 acre (150,000 square meters) tract. Atlanta is ideally located as an air and land transportation center. Its location also makes it a prime base for manufacturing; Yamaha Motor Manufacturing of America is located south of the city. The opening of the new facility is sure to strengthen Yamaha's business network and improve total service quality, resulting in an even better image for the Yamaha brand.

New parts center responds to international needs

The new parts center has been in operation since February 1997. Some 50 employees, including part-time workers, are employed here. In addition to the standard small- and medium-sized parts stock, large-parts stock, and shipping and receiving area in the center, there are new areas devoted to dealing with special functions—packaging, shipping and receiving areas for locally supplied parts, and export shipping. In line with the rapid globalization of business, YMUS will be able to respond to the increase in exchanges with its other production bases. Also, all processes use RF (Radio Frequency) terminals, creating a highly accurate advanced operation system that achieves completely paperless processing.



The Parts Center utilizes an original pre-sort picking system developed by YMUS to move parts out at world-class speed, an average of 20 seconds per line



YMUS' new parts center and Southeastern office, located in Kennesaw, Georgia, outside of Atlanta. An 18,000 square meter (194,000 sq. ft.) Parts Center and a 5,500 square meter (60,000 sq. ft.) office and service training center occupy the 37 acre (150,000 square meters) tract

Yamaha's original Pre-sort Picking System, which has already proved its high efficiency in a parts centers in California and Wisconsin, was also adopted in the new facility. The system has the advantages of both Order Picking and Batch Picking systems, picking parts in an average of 20 seconds per line, true world-class efficiency.

Mr. Keith Hamby, Export Coordinator of the parts center praises the good working environment: "The structure of the new parts center is very modern, and that really helps work efficiency. We have lots of room and inventory is well lighted, so doing our job is much easier. We also appreciate the nice area where we are located."

Marine group integration improves work efficiency

With the new office, about 50 employees who had previously been spread out in several locations in Atlanta now have their various sections, Service, Parts sales, Information service, Marine sales, Motorcycle sales and Water Vehicle sales under one roof.

The Marine Group in the new office now boasts the largest manpower of any Yamaha marine base in the country,

maintaining a permanent staff of 20 people. Also, the new office is conveniently located close to the YMUS affiliated boat building companies and the famous marine leisure paradise, Florida, which is Yamaha marine group's largest market.

Ms. Brenda Smith, Division Secretary of the Marine Power Group, is pleased with its group unity. "The new working environment is outstanding! Most importantly, the move to Kennesaw put the Yamaha Marine Group back under one roof. This allows greater efficiency in communication in every area, including sales."

The perfect facility for complete service training

Two full-time instructors/developers are among the service staff of 15 stationed here who provide thorough service training for dealers in the South and the East. In order to get the most out of dealer seminars and technical training sessions, three classrooms capable of holding 16 people each are available.

Also located in the Service Training Center are four laboratories where 56 people can receive individual hands-on training at one time on motorcycles, outboard motors and Water Vehicles.

Particular emphasis is placed on outboard

motor instruction. As well as two laboratories, there are six test tanks where one can actually experience the running of a V-engine class propeller.

Mr. Rick Martin, Training Instructor for Marine, Water Vehicle, Service Management and Jet Boat classes said, "The modern training laboratory is designed to provide a comfortable environment which encourages our students to learn. And we're going to be able to train more students than ever before because we have double the capacity at this facility. This means better quality service at our dealers for more overall customer satisfaction."

Mr. Dan Caviness, Technical Training Manager also comments: "Our goal this year is to teach 110 classes and also produce 12 training videos for our dealer network and affiliates. Our plan is to continue to expand our training to better support the Yamaha customer throughout the world."

With the completion of the new facility, the total balance of sales, service and parts operations of YMUS has been upgraded to improve Customer Satisfaction in order to respond to globalized business in the twenty-first century.

From Terry Okawa of YMUS

WORLD TOPICS

GENERAL

COLOMBIA

New RX115 sparks meeting

From July 3 to 6, Yamaha Colombian Distributor Incolmotos S.A. held its 1997 national dealer convention on the island of Aruba.

This event brought all the country's dealers together in one place and more than 140 people gathered, along with YMC's Mr. Okawa and Mr. Yamaguchi and Mr. Joseph Dagley of Yamaha Motor Corp., U.S.A.

One of the highlights of this event was the introduction of Yamaha's new street motorcycle RX115s, which was specially developed to meet Colombian market needs.

A new line of Yamaha sportswear was also presented. This collection was totally designed in Colombia and has passed the demanding quality standards required by Yamaha Motor Co., Japan. The products are already available nationwide through Yamaha dealers.

The convention ended successfully and all the dealers confirmed their determination to strengthen the Yamaha brand in Colombia and neighboring Latin American countries.

From María E. Mendoza of Incolmotos, Colombia



The participating dealers enjoyed the once a year reunion

THE NETHERLANDS

Visit new European web site!



July 4, 1997, saw the launch of an exclusive new web site on the Internet devoted to the wide range of products and services offered throughout Europe by Yamaha Motor Europe N.V.

Targeted at the more than 15 million Europeans who have accessed to the Internet, the new web site contains detailed information on Yamaha motorcycles, scooters, outboards, Water Vehicles, power products, snowmobiles, ATVs, and the new PAS bicycle.

The site is filled with hundreds of pages of racing stories, product news, corporate affairs, and useful facts and figures. Motorcycle enthusiasts will appreciate the racing section with its Grand Prix and World Superbike coverage.

The web site also contains a specialized section for press with more detailed information about Yamaha products and business.

<http://yamaha-motor-europe.com>

MOTORCYCLES

BRAZIL

Street reproduced for scooter promotion

In early July, Yamaha Motor do Brasil (YMDB) kicked off a big promotion to boost sales of its three major scooter models; the Jog, Axis and BW's.

Since 1993 when it first introduced scooters in the Brazilian market, YMDB has organized many kinds of PR activities including YCP (Yamaha Center Pilots) riding school, test ride events and theft prevention courses. As a result, Yamaha has kept a 50% share of the scooter market in the country

with sales of 12,000 units a year.

Its latest unique promotion created a "street stage" complete with simulated drug stores, rental video shops, discos, theaters and shopping centers as a backdrop for a new test-ride campaign.

Due to the fact that almost 70% of all Brazilian riders use their scooters for leisure, not for work, YMDB aimed to emphasize how convenient Yamaha scooters are for everyday short distance riding in the city.

The first event held in Goiânia was a success thanks to the cooperation of the local dealer who placed advertisements inviting people to this event.

The participants also had a great opportunity to learn proper riding on scooters from six experienced instructors. This campaign will continue to visit many different cities around the country every two weeks until December.

From Sidney Levy of YMDB, Brazil



The test ride event on the simulated street

PORTUGAL

240 police bikes delivered

Yamaha's Portuguese distributor, Yamaha Motor Portugal Limitada (YMPL), recently made delivery on orders totaling 240 police bikes for the Policia Segurança Publica (PSP). Included in the order were 140 units of the DT50LC, 15 units of the SR250 and 55 units of the XJ600S, all of which were equipped with auxiliary parts, painted and custom tuned to police specifications at YMPL's own workshop. The DT50LCs and SR250s will be used primarily for urban patrol duties while the XJ600Ss will be used mainly for formal duties like VIP escort.

Until this order, contracts for 50 cc police bikes had gone almost exclusively to a local moped manufacturer. This

represents the first time the police authority chose the popular Yamaha DT50LC, a long-time best seller in Portugal, and it means this model will get plenty of high-profile exposure on the country's roads from now on.

From F. Ramos of YMPL, Portugal



Yamaha police bikes parade in front of police and government officials at the PSPs 130th anniversary celebration in Lisbon

SPAIN

King visits Yamaha booth

Yamaha Motor España (YMES) took part in the Barcelona Motor Show again this year and warmly welcomed the king of Spain, Juan Carlos I to its booth. After presiding over the opening ceremony, King Juan Carlos I visited Yamaha's booth first, where Jorge Lasheras, President of YMES was waiting to receive his Highness.

Yamaha displayed its full range of new mopeds and motorcycles including the Aerox supersport scooter and the popular XV125 and XV650. King Juan Car-



The king of Spain, Juan Carlos I (center) is welcomed by President Lasheras (right)

los I, who is also a great motorcycle enthusiast, showed particular interest in the custom models, supersport models and the Neo's scooter which is manufactured in YMES and delivered all over Europe.

Because of the presence of new models and also a series of visitor-involved promotion activities, the Yamaha booth attracted almost one million people, one of the highest counts in the whole show!

This success proves that the motorcycle market is showing a great recovery after severe recession for five years and indicates the upturn in economic conditions in Spain. Newly-introduced European license regulations will also help attract more new customers.

With a comprehensive range of excellent products and successful business policies, Yamaha is sure to strengthen its position and achieve leadership in the Spanish market.

SWITZERLAND

4,000 fans revved up by Yamaha Day

On May 3, hostettler ag, Yamaha's importer in Switzerland, held its 3rd Yamaha Day in Sursee/Lucerne to celebrate the start of '97 motorcycle season. Over 4,000 motorcycle fans gathered from all over Switzerland and neighboring countries to enjoy a fun schedule of games and activities. Even the seven-time sidecar world champion Rolf Biland did not want to miss this mega event.

Besides unique games such as throwing air filters against a goal board and fishing for oil cans, the participants also jumped at the opportunity to test ride Yamaha's brand new models. Many of them joined in and few were content to be spectators.

There were two mini motocross tracks, where the participants ran thrilling off-road duels. Whereas off-road scooters and a Yamaha ATV were reserved only for adults, the youngsters had their own track to enjoy riding the PW's 50 mini bikes. Other highlights were the trial show, the Supermotard and sports ATV demonstrations as well as run on a mini dragbike equipped with a YZ engine. Thanks to the sensational success of this event, hostettler ag announced that



Visitors admire Yamaha bike and ATV after their demonstration runs.

they will have the wheel spinning again at next year's Yamaha Day.

From Peter Manzaneres of hostettler ag, Switzerland

TURKEY

New motocross track for training

Beldeyama Motorlu Vasitalar Sanayi ve Ticaret A.S., Yamaha distributor in Turkey, recently constructed an off-road track called the "Yamaha Cross Track" for motocross and enduro riders. An unveiling ceremony for the track, attended by the press and a large number of motorcycle fans was held on June 14, 1997.

The highlight of the day was an exciting motocross race, in which 34 riders competed; approximately 500 spectators were thrilled by the exciting race. The overall winner of this inaugural race was Yamaha rider Baris Tok on his YZ125.

The new track is designed to provide a perfect training opportunity for all levels of off-road riders and is expected to be used widely.

From Osman Lav of Beldeyama, Turkey



Turkish motocross champion Baris Tok leads the pack on his YZ125.

WORLD TOPICS

INDIA

Eyes on No.1 by the year 2000

Escorts Yamaha Motor Ltd. (EYML) recently held regional dealers conferences at Indore, Bangalore, Chennai, Calcutta, New Delhi and Lucknow.

The participants were informed of the arrival of new products, completion of an expanded and modernized manufacturing facility, and EYML's marketing policies for 1997 and 1998.

Each conference was inaugurated with the lighting of the traditional lamp by EYML's Executive Director Mr. Bharat Caprihan and Marketing Director Mr. Kent Minami. This was followed by a recorded message from Chairman, Mr. Anil Nanda about the company's future plans and thanking the dealers for their role in promoting the company's products. The climax of the conferences was the introduction of three new motorcycle models; the RXZ, Toro Rosa and Escorts Ace. The dealers also had a chance to test ride.

At the conferences, the dealers' efforts in sales, spare parts and service support were also rewarded by presentations of trophies.

Through these conferences, mutual understanding between dealers and EYML was strengthened and everybody confirmed their common goal of being number one by the year 2000.



All the dealers at the conference

Meanwhile, EYML celebrated a landmark day on May 13 the inauguration of its new factory, the "Surajpur Plant" and a roll-off of the memorable first 135 cc RXZ motorcycle from the new factory's assembly line. The new factory is equipped with state-of-the-art testing laboratories to help ensure stringent international quality standards.

Regarding the new two-stroke RXZ, Mr. Nanda said in his speech, "The RXZ is sure to grab the imagination of motorcycle enthusiasts and we expect to sell over 30,000 units this year. We also estimate a strong export demand. We were the top exporters from 1995 to 1996, followed by a further 30 percent growth in 1996 - 1997." Another jump in sales is expected with the new RXZ from the newly opened factory.

From EYML, India



At the ceremony for the RXZ roll-off

MALAYSIA

Virago Magic in Malaysia

The Yamaha Virago is a cruising machine that inspires people to get out on the open road and indulge in pure joy. That is why there are Virago clubs all over the world; and Malaysia is no exception. When the Malaysian Virago users club teamed up with the local importer, Hong Leong Yamaha, to organize a big touring weekend recently, more than 80 Virago machines new and old turned up along with about 200 enthusiastic bikers from all over the country.

Traveling in two groups of 40 Viragos each, the grand caravan left Petaling Jaya on a fine Saturday morning this June and cruised through richly varied countryside to their destination, a resort in the seaside town of Fort Dickson, which they reached in time for lunch.

That wasn't the end of the fun, howev-



Almost 200 Virago owners enjoyed the weekend cruise

er, only the beginning! The organizers had prepared a full schedule of fun events. After checking into their rooms, the club convened on the beach for games and rides on Yamaha WaveRunner Water Vehicles for the brave, with instruction for everyone before they went out on the water from Hong Leong Marketing Manager, Twinnny Wool. Dinner that night was followed by a hot Karaoke contest, a raffle drawing and dancing.

The fun continued the next morning at the go-kart track set up specially for the group at the hotel's car park equipped with Yamaha racing karts. Needless to say all were in great spirits when it came time to hit the trail home.

From Ron Lim of HLYD, Malaysia

SWEDEN

Free riding course for new owners

Following last year's success, Yamaha Motor Sweden organized its second free riding course for supersport motorcycle users at Anderstorp Raceway in the south of Sweden on June 4.

The number of participants doubled from last year as a result of the increase



Quite a sight! Over 80 new Yamaha supersport motorcycles gathered

in supersport motorcycle sales. Over 80 new owners of '97 Yamaha supersport models gathered from all over the country to learn advanced riding techniques the proper way and to meet people who share their passion for motorcycles.

The five highly qualified instructors were well-known national road racing champions, Patrik Andersson, Jerker Axelsson, Lasse Carlhark, Per Johansson and Magnus Johansson.

The riding course was a great success, with both the participants and instructors enjoying a special experience. Everyone hopes a similar event will greet new owners next year, too.

From Wera Andersson-Allo of Yamaha Motor Sweden

THE PHILIPPINES

President Ramos joined bike club event



Delighted President Ramos (on the bike) with Mrs. Ramos

Fidel Ramos, the President of the Philippines who won recognition last November for the successful hosting of the APEC conference, recently participated in the Yamaha big bike riders club event.

After attending a nearby conference, President Ramos who is well known to be a fan of Yamaha motorcycles hastened to the event. He looked delighted when he mounted the seat of a motorcycle for the first time in a while, since his

busy schedule doesn't allow him to ride much despite his enthusiasm. The club members welcomed him and explained some of the features of the bike. The President enjoyed his brief but relaxing time with fellow motorcycle enthusiasts.

From Satoshi Ito of YMC, Japan

AUSTRIA

Dealer magazine a big success

Rainer is one of the biggest Yamaha dealers with four Yamaha shops in Vienna, Austria. And they publish a really popular magazine for users called Der Rainer which boasts a circulation of 220,000 copies and the number of its readers is estimated to be 500,000!

From Prok. Georg Berner of Rainer, Austria



SWEDEN

Biggest order ever goes to Yamaha

In what was probably the biggest motorcycle transaction ever completed in Sweden, the national road administration ordered 40 units of the Yamaha XJ900S Diversion from local Yamaha dealer Carlbarks Motor. The order arose from a program to improve the quality of the motorcycle license testing system by having examiners use motorcycles instead of cars to follow applicants during their motorcycle license test. Carlbarks won the order amid stiff competition from dealers of other brands like BMW. The XJ900Ss they will supply are specially equipped with luggage carriers, a side pannier and radio.

From Wera Andersson-Allo of Yamaha Motor Sweden

We are always looking for interesting stories. Write to Chief Editor K. Shimizu of the PR Division. Yamaha Motor Co., Ltd. 2500 Shingai, Iwata, Shizuoka 438 Japan.



The proud dealer Carl-Eric Carlbark and his staff with some of the XJ900Ss ready for delivery

MARINE

GERMANY

GP1200 in splash-ing debut

On April 26, Yamaha Motor Deutschland GmbH (YMG) held a grand launch for its '98 Water Vehicle models at the Hassloch resort.

The journalists, dealers and customers in attendance got a chance to test ride the new WaveRunners, including the flagship GP1200, making its debut in Germany. The press and user response was great and even though Germany is not yet a big market for personal watercraft, YMG is proud to say that by mid-July the first lot of GP1200s have sold out.

From Karlheinz Vetter of YMG, Germany



Participants are eager to test ride the newest models

New joint venture company in Malaysia

On July 18, 1997, Yamaha Motor Co., Ltd. (YMC) officially signed an agreement establishing a new joint venture company with YMC's Malaysian partner, Hong Leong Industries Bhd. The new company named HL Yamaha Motor Research Centre Sdn. Bhd. (HLYR), will engage in the development of motorcycles for related motorcycle companies in Malaysia.

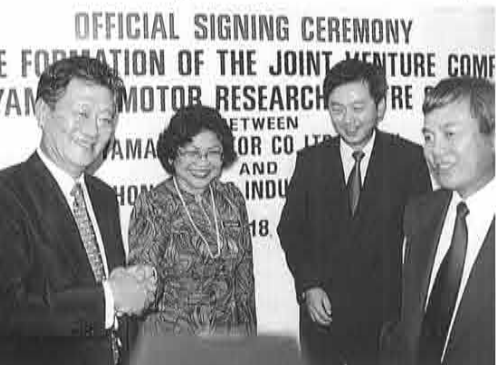
Located in a newly opened factory site for Hong Leong Yamaha Motor Sdn. Bhd. (HLYM) in Sungai Buloh, Selangor, the new company is scheduled to begin actual operation in October.

While the motorcycle market in Malaysia is expected to show substantial growth that will be accompa-

nied by intensified competition, the HLYR will contribute greatly to the domestic production of components and completed motorcycles.

On the same day, a ceremony that celebrated HLYM's official move to the new facility was held in the new premises in Sungai Buloh. Among those present were such dignitaries as the Malaysian Minister of International Trade and Industry, Dato' Seri Rafidah Aziz, HLI's President and CEO Mr. Kwek Leng San, HLYM's Group Managing Director Mr. Ron Lim K.C., and YMC President Mr. Takehiko Hasegawa.

The new 33,000 square meter factory expands annual production capacity from 100,000 units to 180,000 units. Furthermore, the new complex brings together the factory, the new motorcycle development company HLYR, a related parts manufacturing company, and also Hong Leong Yamaha Distributor Sdn. Bhd., in one place to strengthen Yamaha's total business from manufacturing to sales in response to rapidly changing market needs in Malaysia.



(From left) President Hasegawa, Dato' Seri Rafidah Aziz, Mr. Kwek Leng San and Mr. Ron Lim at the signing ceremony

The 22nd President Awards selected

The 22nd President Awards were announced recently and commendations were given in a total of six categories plus a Special Task Award. The retro-styled scooter VINO team was awarded in one category for "Planning, development and market introduction." The VINO was recognized for delivering stylish appearance and overall quality — the effective planning and its implementation were highly evaluated for their precision in appealing successfully to the younger generation.

Also singled out for honors were teams responsible for: the "Planning, development, production and market introduction" for the Crypton, Southeast Asia's first four-cycle model; the development of the 225/250 Fuel-injected outboard motors in a bid to capture the U.S. large-displacement outboard motor market; "TPM-oriented (Total Product Manufacturing)

production system innovations," which were efforts of the Yamaha-affiliated Soude and Morimachi factories; the "Reform of the product management system" by the Serial Number Project Team for their hardware and software that radically revised the way serial numbers are stamped and controlled; and the "Reform of the European parts operation structure" activities undertaken by Yamaha Motor Distribution B.V. which resulted in improved efficiency. This time's Special Task Award went to the "CBU (Complete Built-Up) factory's shipment vaning task force" that contributed to rationalized operation and cost reduction.



The presence of the U.S. Sno Cross champ Chris Vincent (on the SRX600) also brighten the ceremony

Snowmobile production tops one million

On August 6, 1997, Yamaha Motor Co., Ltd. (YMC) celebrated the line-off of its one-millionth snowmobile with a ceremony held at the YMC head office attended by President Takehiko Hasegawa and snowmobile staff members. This milestone came in the 30th year since Yamaha released its first prototype model, the SL350, back in 1968.

In response to the needs of an ever-growing market, Yamaha has introduced new models every year since 1975 and its snowmobile production reached the 100,000 unit mark in 1972, 200,000 unit mark in 1976, and the half million mark in 1983.

Today Yamaha supplies a full line-up of snowmobiles ranging from 250cc to 700cc in 14 models for the domestic market and 26 models for the overseas markets. The vehicles are marketed in 16 countries around the world including the big North American market, which boasts 90 percent of world demand.

This year YMC introduced the high performance '98 SRX700 to strengthen its line-up. Building upon the efforts of the past 30 years, YMC's manufacturing, sales, and engineering departments work together to continue making new models that will lead the market.

The proud recipients at the award ceremony



Salvation for the City of Light

Paris seems to be a special place for everyone, even for dogs. Unlike in other parts of the world, dogs in Paris are secure in their citizenship and enjoy a special "French" way of life.

Here, they don't just walk or run like ordinary dogs, they enjoy going for a drive in the passenger seat and when they go out on the town they may take the metro — often with their masters in tow. They can sit in a café when tired of walking, or go about anywhere else wherever their masters may go.

When their masters have to go away for a while, they can expect to be well treated by a dog sitter or a special pension. And when the sad day comes that they pass away, they will rest in peace in beautiful dog graveyards. Literally, from the cradle to the grave, the dogs of Paris are dearly cared for and treated as equals to we human beings; and sometimes even better!

In this canine paradise, when you walk down the street, you never fail to meet a wide variety of dogs, from small Yorkshire terriers to big Labrador retriever, out for a stroll. However, another thing you never fail to miss on the streets of Paris are the unpleasant "leavings" of these lovable animals.

According to the French data book "'97 Quid," it is estimated that there are approximately 200,000 dogs residing in Paris and ten tons of feces are left on the street a day.

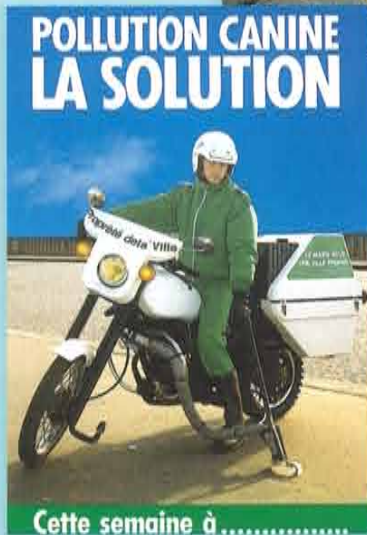
The frustrated Paris City Authority has taken this problem quite seriously from the standpoint of preserving the appeal and sanitation of what is certainly one of world's most beautiful and romantic cities. A law stating that violators would be fined was launched in 1992 and policemen were sent out to patrol the city. If dogs excrete in places other than the gutter, their masters have to pay an average fine of 650 - 900F, but even this deterrent did-



Dogs are almost always a part of the scenery in the streets of Paris



Yamaha's new TT250Rs for the street service



**POLLUTION CANINE
LA SOLUTION**

Cette semaine à

n't seem to work.

This unseemly problem remained unsolved until the city authorities came up with a completely new solution, an efficient new weapon to combat the feces problem.

Today, the city's sanitary staff wearing their trademark green jump suits and mounted on special motorcycles equipped with a customized vacuum system and a large tank on the rear carrier, cruise the streets in search of dog feces which they deftly suck up with their vacuum hose to leave the street clean in an instant. Brilliant!

Among the bikes in action keeping the city streets clean are the Yamaha XT250 and the new TT250R. These Yamaha motorcycles were chosen because of their unmatched reputation for lightness, maneuverability and reliability. Also, mechanical features like electric starters, easy maintenance and a reasonable price were among the factors that made the city authorities chose Yamaha.

One member of the staff at JC Decaux, a company that leases motorcycles and riders for this cleaning service to the city, comments on the Yamaha machines: "We are very pleased with the performance of the Yamaha bikes and also the service Yamaha Motor France provides."

The next time you visit Paris you may not happen to see the people in green on their Yamaha machines, but you will surely appreciate the job they are doing to keep a fresher face on the City of Light.

Newly developed RMAX

An advanced multi-purpose industrial-use unmanned helicopter



(Above) Yet another feature of the RMAX is its handsome design, one that belies its industrial applications. (Right) Since operators are required to obtain an official permit, Yamaha has established a training facility known as "Skytech Academy" for this purpose

Yamaha Motor Co., Ltd. (YMC) has recently developed the latest model of its industrial-use unmanned helicopter, the RMAX. It goes on sale in Japan this October 1 for 7.9 million Japanese yen for the main body without options.

In 1990, YMC became the first company in the world to develop a practical application for this industrial-use unmanned helicopter that is controlled by a wireless remote control unit. The first model was the R-50, and some 1,000 units are being used mainly for crop dusting operations in Japan.

Since agricultural land tends to be in small parcels and a smaller amount of chemicals is typically used in Japan, the compact size of the unmanned helicopter, 3.63m (11.9 ft.) in overall length, is useful for performing the dusting operation. With this method, dusting is performed from a height of approximately 3m (10ft.), so pesticides can be applied only to those areas where they are needed. The unmanned helicopter is also helping to alleviate the problems of agricultural labor shortages caused by the aging of the labor force and the necessity for farmers to hold second jobs.

In the past few years, the range of uses has increased with additional applications such as aerial seeding operation, spreading of fertilizers, and herbicide dusting.

The RMAX has taken the features and convenience of the R-50 and moved them up to the next level. A compact and lightweight, high-performance 246 cc engine has increased usable payload capability to 30kg (66 lb.); continuous flight operation of one-hour is possible with 24kg (53 lb.) of agricultural materials on board. Even with these improvements, the same compact size has been maintained. Significant progress has been made in many operational features — an electric starter, a cassette-type tank for chemicals, various warning and indicator lights, the addition of YACS (Yamaha Attitude Control System) as standard equipment — all of which add up to an ease of operation not seen before.

